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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** MATZ, *et al.*

**Group Art Unit:** 2424

**Application No.:** 10/037,005

**Examiner:** Van Handel, Michael P.

**Filed:** December 21, 2001

**Attorney Docket:** 01442

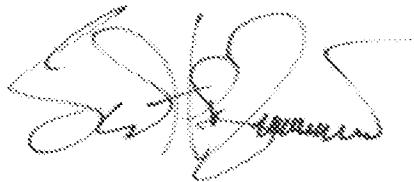
**Title:** "System and Method For Storing and Distributing Television Viewing Patterns from A Clearinghouse"

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being electronically transmitted via the USPTO EFS web interface on the date indicated below.

Scott P. Zimmerman  
Name of Person Transmitting This Paper



June 30, 2010  
Date of Transmission

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**RESPONSE TO MARCH 31, 2010 OFFICE ACTION**

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Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed March 31, 2010. The Assignee respectfully submits that the pending claims distinguish over the cited documents.